

INFORMATION EXCHANGE

December 1999

Resources for JTPA and WtW Programs

Contents

<i>Capacity Building Update</i>	2
<i>Finding a Job On-line</i>	3
<i>Governor Establishes Workforce Investment Board</i>	3
<i>Workforce Investment Act Web Site Available</i>	3
<i>Sonoma County PIC Mentor Program Makes a Difference</i>	4
<i>"Ability is Ageless" - Proven Once Again</i>	4
<i>LMID Announces New Service for Job Seekers & Career Professionals</i>	5
<i>A Customer Service CPR Refresher</i>	5
<i>Check It Out!</i>	6
<i>December Calendar</i>	7

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<http://www.patswebgraphics.com>

HAPPY
2000

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2000



The Staff of the Employment Training Network

**Wishes You All the Best in
the New Millennium!**

**We hope to have the pleasure of serving
you for another century!**



Capacity Building Update

The Capacity Building Unit (CBU) of the Employment Development Department (EDD) Job Training Partnership Division (JTPD) provides training classes, as well as other services, at no cost to JTPA-funded or WtW-funded employment and training partners. The following classes are currently being offered.

Job Retention and Wage Advancement

This class is designed as an interactive forum to obtain emergence strategies for job retention and advancement. It will provide front-line practitioners with the tools they need to assist hard to serve clients including: tips on working with clients and employers to help retain jobs, how to turn first jobs into a career path, identifying resources and examples of best practices.

For more information, please contact Myrna Erickson at (916) 653-6530.

Working with Special Populations Workshop

This workshop, intended for Service Delivery Area (SDA) frontline staff and supervisors, service providers and One-stop partners, will focus on six participant populations who have significant barriers to employment including: drug and alcohol dependency, learning and physical disabilities, mental health issues, domestic violence, and non-custodial parents. The first one-day workshop will consist of an overview of each of the targeted populations, with an emphasis on definitions and terms, issues related to serving these groups, and a vast array of available resources. A second one-day workshop will also be offered which can be customized to fit the needs of the local SDA and will provide more detailed information from the one-day overview on two or three populations. Information will include such topics such as outreach strategies, psychological factors, individual service plans, and promising practices for the selected groups.

If you would like more information or are interested in hosting a *Working with Special Populations* workshop, please telephone Michelle Haakenson at (916) 654-9815.

For a complete listing of training currently being offered by the CBU, you may visit our web site at: www.edd.ca.gov/jtpacb.htm or call (916) 654-9819.

Welfare-to-Work Marketing Workshop

This class is designed specifically for marketing representatives from the Service Delivery Areas (SDA), Welfare-to-Work (WtW) 15 percent subgrantees, and partners who are marketing the Department of Labor's WtW Grant program. This one-day workshop will explore "niche" marketing, employer motivators, and sharing approaches of successful sales strategies. The curriculum also includes effective WtW marketing strategies, and a WtW marketing toolkit. Participants are asked to bring samples of marketing materials they have developed. Since this class is booked through March 2000, contact your local SDA for information on training currently scheduled.

Mark Your Calendars!

California Workforce Association (CWA) and Milt Wright & Associates - 30 Ways to Shine as a New Employee: Innovative Job Retention Strategies

Sacramento-December 6-7, 1999

Fresno-December 9-10, 1999

For information call: (916) 325-1615 or visit
www.calworkforce.org

Motivational Counseling - New Strategies for Working with the Welfare Customer

San Francisco-December 6-7, 1999

For information contact: Ralph A. Kraus (330) 492-1920

1999 CalWORKs Partnerships Conference

Anaheim-December 15-17, 1999

For information call: (619) 292-2900 ext. 352

California Workforce Association (CWA) Legislative Conference

Sacramento-February 3-4, 2000

For information call: (916) 325-1615

National Association of Workforce Boards (NAWB) (formerly NAPIC) - Forum 2000 Breaking Through to the New Millennium

Washington D.C.-February 27-29, 2000

For more information visit www.nawb.org

Finding a Job On-line

(NOTE: The following is an excerpt from an article written by Michael Bernick, Director of the California Employment Development Department (EDD), which appeared in the San Francisco publication "The Independent" on September 11, 1999.)

CalJOBS [the EDD on-line labor exchange] had more than 1.4 million job listings during the previous year—far outdistancing other on-line job services. The job openings are accessed according to occupation (“painter,” “warehouseman,” “copywriter”) as well as workplace location, so that a job seeker can target the area desired.

Accessing CalJOBS does not require coming to an EDD office. CalJOBS is available from any home or library computer at: <http://www.caljobs.ca.gov>.

However, the . . . EDD job service offices. . . do have professional staff that can help individuals navigate through CalJOBS. Staff also can assist job seekers in preparing resumes that can be used for job interviews and posted on-line to employers.

CalJOBS is only one of several on-line employment services. Also free of charge and accessed through EDD is

America’s Job Bank, the national labor exchange with job openings from throughout the country. That address is <http://www.ajb.dni.us>.

EDD, with a staff of more than 200 labor-market analysts throughout the state, maintains extensive data on job growth—how many new jobs in banking or restaurants or software design can be expected in the next five or 10 years. Though in the past this data was used mainly by government analysts, now it is available on-line at: <http://www.edd.ca.gov>.

Additionally, EDD has developed job “profiles”—career tracks, pay rates, and employment projections—that are now available at www.cactis.cahwnet.gov.

The best job-placement efforts remain the low-tech approaches of job leads from family and friends, the beating of the pavement, and going to 10 or 20 firms and not being discouraged.

However, as the on-line economy rapidly evolves, on-line opportunities for job leads should be learned and utilized. Governor Gray Davis has made it a priority for EDD to improve its on-line services.

Governor Establishes Workforce Investment Board

On October 10, 1999, Governor Gray Davis signed Executive Order D-9-99. This action establishes the California Workforce Investment Board and begins the transition to the federal Workforce Investment Act of 1998 (WIA).

The Workforce Investment Board will be responsible for coordinating and improving the state’s employment training, literacy and vocational rehabilitation programs. These duties are required by WIA.

The board will consist of elected officials from state and local offices, business leaders, organized labor, youth programs, state agencies and community-based organizations.

Under WIA, California’s workforce investment system will advance the state’s leadership in the global economy, offer all Californians opportunities to maximize their employment potential, provide employers with a highly skilled, dynamic workforce, and support California’s economic growth.

Workforce Investment Act Web Site Available

The California Workforce Investment System web site, www.calwia.org, under the direction of the Governor’s Office, will provide current information regarding the implementation of the Workforce Investment Act in California.

You may preview products and information regarding California’s Workforce Investment Board (State Board) activities, as well as access other related workforce investment links. You may also submit comments to the State Board on-line. All comments will be presented to the State Board for consideration in establishing California’s Workforce Investment policy.

For additional Workforce Investment Act information please contact:

California Office of Workforce Investment
P.O. Box 826880, MIC 45
Sacramento, CA 94280-0001
(916) 654-9995 or fax (916) 654-9135

Sonoma County PIC Mentor Program Makes a Difference

In 1990 Sonoma County Private Industry Council (PIC) began its mentor program. With the belief that providing an adult role model for its Youth 2000/School-to-Career kids, the mentor program was created and is a wonderful success!

A major goal of Youth 2000 is to build the self-esteem of these young people, many of whom are from families who may be unable to help them make educational and career choices. Adults from local businesses are linked with students to teach them about the world of work. The students are exposed to actual jobs, discuss career options and educational choices, see responsible adult behavior and find someone who cares about their future.

The mentors, who sign up with the PIC for one school year, contact students identified by area youth organizations as "youths at risk" and take them under their wing. Offering support in both personal and career matters. The goals: encourage the students to stay in school and to acquire job skills.

Mentors try to give their students the experiences they would not normally get in their own family environments. Many of these students are experiencing difficulties in their family relationships and may also suffer from educational problems resulting in low grades and leaving school.

Mentors participate with students in organized monthly activities such as job shadowing, picnics, and educational team building field trips and award ceremonies. For the last nine years all of these activities have been paid for by private donations from Sonoma County businesses and local associations. Without these contributions and the support of the business community, Youth 2000 students would miss out on this personal learning experience.

Dena Lash, Sonoma County Job Link manager, designed the mentor program 10 years ago. According to Dena, "The mentor program has evolved into a program judged immensely valuable by both teenagers and business managers, and will be an essential program element under the Workforce Investment Act."

For more information on the Job Link mentoring program, please call Dena Lash at (707) 565-5550.

Older Worker Fair Proves *Ability is Ageless* Once Again!

The San Bernardino County Older Worker Coalition recently sponsored its 2nd Annual Older Worker Job Fair.

This highly successful event was open to "Older Workers 55 and Better." With an impressive list of local employers who were in a position to hire on the spot, this was a wonderful opportunity for both participating agencies as well as for the mature job seeker.

This event also offered seniors two workshops on resume and job application preparation. These workshops were conducted by representatives from the Employment Development Department (EDD) and the San Bernardino City Employment and Training Agency.

Nearly 2,000 job seekers and approximately 50 employers participated in this event planned and orchestrated by the San Bernardino County Older Worker Coalition which is chaired by Bill Sirowy, Senior Employment Program Coordinator, San Bernardino County Department of Aging and Adult Services.

Mr. Sirowy praised the coalition members for their team approach as they worked together to serve the mature worker—a growing population in our society.

Agencies represented on the coalition who helped plan the event included EDD, U.S. Forest Service, Catholic Charities, San Bernardino City Employment and Training Agency, San Bernardino County Jobs & Employment Services Department (JESD), Security Officer Training Academy, Employment Development Agency of Riverside County and San Bernardino County Department of Aging & Adult Services.

The coalition plans to follow up with the employers to ascertain how many were, indeed, hired. In their promotional materials the coalition used the slogan—"Ability is Ageless—Experience is Priceless" which captures their philosophy regarding the mature worker.

If you are considering coordinating a similar event or would like additional information, feel free to contact Bill Sirowy at (909) 388-4565.

LMID Announces New Service for Job Seekers & Career Professionals

The California Career and Training Information System (CaCTIS) is an Internet-based system designed to provide job seekers and career professionals the information they need to make informed career and training choices. The web address for CaCTIS is www.cactis.ca.gov.

CaCTIS was designed by the Employment Development Department's Labor Market Information Division (LMID). Customers can enter their selected county once and receive county-based information about occupations, wages, outlook, and training requirements, training resources and actual job openings.

CaCTIS is divided into three linked sections:

Job Profiles describe 300 occupations commonly found in California, average local wages, county-specific growth projections, requirements, and career advancement possibilities.

Training Information profiles courses of study offered by 2,700 California training providers including public colleges and universities, adult education, apprenticeship

programs, and business and technical schools. The address, phone number, and accreditation for the school are presented along with a link to the school's web page. Information includes the availability of such student services as child care, financial aid, career counseling and assessment, job placement, and approval for veterans benefits.

America's Job Bank (AJB) links directly to current California job openings in the chosen occupation arrayed by city. Viewing existing jobs can serve as an indicator of actual wages, demand, and employer requirements in their selected community.

CaCTIS is a user-friendly application that should require minimum staff intervention. A laminated CaCTIS Monitor Prompt Card to place on or near your computer monitor is available at no charge by calling the LMID's Publications and Information Unit at (916) 262-2162. Further learning aids consisting of a tutorial and downloadable demo are accessible at: www.calmis.ca.gov/cactis/cactis.htm.

A Customer Service CPR Refresher

I'm grateful that I've never had to use my CPR training. But something a CPR instructor said years ago calms me when the thought occurs that I might.

"Relax," the instructor said, "You don't have to do open-heart surgery. All you have to do is keep the oxygen flowing to the brain. But you have to do it immediately." That lesson is something everyone who deals with customers should understand. Help them *immediately*. And we all deal with customers at some point—whether or not we see their faces.

That basic rule of service is more important than ever. Because today, you must quickly customize services for individuals, not a mass market. And if you question the benefits of doing so, says The Herman Group, a Greensboro, N.C., trend analysis and consultancy firm, just look at the rise of convenient, customized on-line shopping. But helping individual customers right away is tough to do regularly. The result is service that varies drastically. Consider these two true stories:

A traveler at an airport decided to use a shuttle bus service. He was told the bus would leave in 45 minutes. An hour later, the traveler asked about the bus. The counter person said "If I didn't call you, the bus didn't leave. Sit down. I'll call when it's ready, and I don't know when that will be. I can't control the traffic out there."

On the other hand, a woman scheduled a pickup from a large shipping company. When the truck didn't arrive on time, she called. "It's on the way," said the service agent. The next day, the woman called to say the truck never came. The service manager apologized and sent a truck immediately—for free.

Such stories show that extraordinary service doesn't just happen—or happen often enough. But the growing "treat me special" customer view means you should handle all customers as if their lives, and yours, depend on your next move. That's why we're offering this brief customer service "CPR" refresher course. Customer service should be:

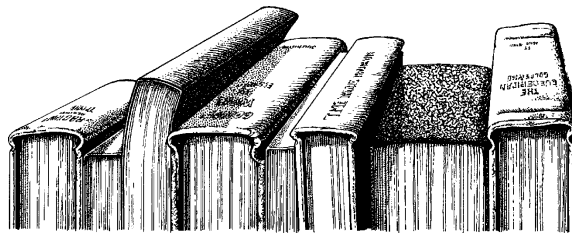
***Courteous.** Before dealing with customers, say to yourself "It's not about me." Reason: You'll focus on their needs, not yours. And always follow up to ensure that they're satisfied.

***Personal.** Provide one-on-one service to all customers. Show them you care enough not only to understand their problem but also to solve it—or find someone who can.

***Rapid.** Help customers immediately. That doesn't mean you have to solve every problem on the spot. But you should politely tell them you're doing everything possible.

Source: Isabelle Bruder Smith, Managing Editor, Communication Briefings, 1101 King St., Ste. 110, Alexandria, VA 22314

Check It Out!



The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.

CASE MANAGEMENT

Assessment, Parts 1 & 2, Montana Department of Labor & Industry (Video) (J1892-AV, J1893-AV)

The Characteristics of a Case Manager, Montana Department of Labor & Industry (Video) (J1894-AV)

Fore! The Links Connecting Case Management in Montana, Montana Department of Labor & Industry (Video) (J1895-AV)

Interviewing, Montana Department of Labor & Industry (Video) (J1896-AV)



Communication Styles, Montana Department of Labor & Industry (Video) (J1897-AV)

Violence in the Workplace, Montana Department of Labor & Industry (Video) (J1898-AV)

WORKFORCE INVESTMENT ACT

The Workforce Investment Act Broadcast, National Association of Counties, National League of Cities (Video) (J1891-AV)

Technical Assistance and Training Needs Assessment, A Look at Where California Service Delivery Areas are in the Transition Process for WIA, The California Workforce Association, U.S. Department of Labor Region IX (J1899)

ONE-STOP

One-Stop: Access for Everyone, U.S. Department of Labor, Office of One-Stop/Labor Market Information (Video) (J1915-AV)

WELFARE-TO-WORK

Supporting Entry-Level Workers Moving from Welfare to Work: Lessons from the Teaching Firm Project, National Governors' Association (J1917)

A Comprehensive Look at State-Funded, Employer-Focused Job Training Programs, National Governors' Association (J1918)

Lessons from State Demonstration Projects: A Guide to Incumbent Worker Training, National Governors' Association (J1919)

Promoting Participation, How to Increase Involvement in Welfare-to-Work Activities, Manpower Demonstration Research Corporation (J1920)

HOMELESS

The San Francisco Homeless Employment Collaborative, Private Industry Council of San Francisco, Inc. (J1904)

SUBSTANCE ABUSE

Treatment Works!, Where to Find Help in California Communities for Alcohol and Other Drug Problems, California Department of Alcohol & Drug Programs (J1901)

DECEMBER 1999

Monday

Tuesday

Wednesday

Thursday

Friday

		1	2	3
		<div>Job Retention Sacramento</div>	<div>WtW Marketing San Pablo</div>	
		<div>Silicon Valley ITEC - One-Stop Workforce Solutions for a New Millennium San Jose - (916) 653-3256</div>		
6	7	8	9	10
<div>California Workforce Association (CWA)/ Milt Wright & Assoc. - 30 Ways to Shine as a New Employee Sacramento - (916) 325-1615</div>		<div>WtW Intro/Overview Los Angeles City</div>	<div>California Workforce Association (CWA)/ Milt Wright & Assoc. - 30 Ways to Shine as a New Employee Fresno - (916) 325-1615</div>	
<div>Motivational Counseling - New Strategies for Working with the Welfare Customer San Francisco- (330) 492-1920</div>		<div>Case Management II Oakland</div>		
13	14	15	16	17
		<div>1999 CalWORKs Partnerships Conference Anaheim - (619) 292-2900 x352</div>		
20	21	22	23	24
27	28	29	30	31

*For information on training in shaded boxes call Capacity Building Unit at (916) 654-9819 or visit www.edd.ca.gov/jtpacb.htm

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THE EMPLOYMENT TRAINING NETWORK

Resources for Job Training Partnership Act (JTPA) and Welfare-to-Work (WtW) programs

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The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Job Training Partnership Act (JTPA) and Welfare-to-Work (WtW) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of JTPA and WtW related areas. SDAs/PICs and their contractors may benefit from the following services, free of charge:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to SDA/PIC staff members or contractors operating JTPA and WtW programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **JTPA and WtW funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.